

## The Jordan Legacy Impact Statement 2024



***'The only guarantee for failure is to stop trying' – John C. Maxwell***

The Jordan Legacy CIC – Harrogate United Kingdom – Company number 12784768  
[www.thejordanlegacy.com](http://www.thejordanlegacy.com)



## Our burning question:

*How will The Jordan Legacy become a key influencer in helping to get the annual number of suicides on a downward trend, towards Zero?*

This document outlines the impact The Jordan Legacy is currently having and intends to have in the future to deliver on our Mission to be a key influencer in helping move the annual suicide numbers on a downward trend, towards zero.

At The Jordan Legacy we make an impact every day through the various activities we undertake.

*"I spoke with several parents following your talk at the school, who said they were physically impacted by your words and would be changing their behaviours toward suicide prevention in future."*

## What impact are we making today?

Every month, The Jordan Legacy works tirelessly, engaging in activities which have a practical and positive influence on the prevention of suicides. The following shows a typical month and the kinds of activities we are engaged with.

### Impact for January 2024

- **Launched our second One Million Steps walking campaign.** We encouraged more than 70 individuals to take on the challenge of walking 1 million steps in 100 days to benefit their own physical and mental wellbeing, whilst simultaneously raising funds to support our work.
- **The 12 Asks of Christmas Campaign** - The Jordan Legacy collaborated with the #ForThe100 campaign (set up to reduce student suicides in higher education) to raise awareness around suicide & suicide prevention, and prompt action, including signing The Jordan Legacy's petition to parliament for the measures needed to help us get the suicide numbers on a downward trend, towards zero.
- **Petition Clicks Over 10,000 Signatures** - The Jordan Legacy petition to parliament clicked over the 10,000 signatures needed to require a formal response from the Government in writing.
- **Jordan's Space** – 2 more episodes were recorded and broadcast for the new year. The Jordan Legacy's radio show is the only fortnightly radio show in the world dedicated to suicide prevention.
- **BBC Look North** - Steve Phillip, Founder of The Jordan Legacy, is interviewed for a piece of suicide prevention education on prime time BBC1, with 'Jordan's Story' being featured and our petition to parliament.

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- **Meetings re the Global Zero Suicide Summit** - The Jordan Legacy's Paul Vittles, Chief Facilitator, Zero Suicide Society Transformation Programme, met with Mersey Care NHS Trust, the hosts of the 5th Global Zero Suicide Summit to discuss the Summit and brief them on our Summer Tour, and to discuss collaboration.
- **Discussions to partner with a new suicide prevention app** – meetings took place to discuss a collaborative partnership with The Jordan Legacy around the potentially groundbreaking iTalk mental health & suicide prevention app.
- **Dorset Mind re Rural Mental Health & Suicide Prevention** - Paul met with the CEO of Dorset Mind to explore ways of working together, including The Jordan Legacy being involved in an event in Dorset later this year, and various ways of educating and advocating around the 'neglected' issues of rural mental health and suicide prevention in rural areas.
- **'This is The North' Podcast on "Suicide - a means of death not a cause of death"** – broadcast on January 9<sup>th</sup>, Paul was a guest on this podcast, hosted by the CEO of Citizen's Advice Gateshead to discuss the issue of the North East of England having the highest regional rate of suicide in the UK.
- **#JustAnotherNumber campaign launches** – we launched this national campaign to specifically highlight that each suicide statistic is not just another number but a real person, bereaved by those real people who are left behind.
- **#Brew Monday** - The Jordan Legacy collaborated with Samaritans, Andy's Man Club, Govia Thameslink Rail, Stevenage Football Club and the British Transport Police, with Steve spending Monday January 15<sup>th</sup> talking to commuters on a train, from Peterborough to St. Pancras, about mental health and suicide prevention and handing our 1-page guides on how support those around them who may be struggling with their mental health or feeling suicidal. At the same time, Paul was similarly engaging commuters at York Railway Station, along Samaritans volunteers.
- **Meeting with Norwich City FC** - Steve met with Norwich City FC to discuss a collaborative partnership with The Jordan Legacy following their request for support in helping position the club as a leader in the football league for mental health and suicide prevention awareness.
- **ICG Webinar "Transformational Change Dynamics and The 'S' Word"** - Paul ran this webinar through The ICG, a UK-centred global network of independent researchers and 'insights professionals'.
- **Meetings with South Yorkshire ICB (Integrated Care Board) Suicide Prevention Partnership** - and several regional suicide prevention leads, to discuss our "Moving Towards a Zero Suicide Society" transformational change report, which a number of them called 'Ground-breaking'. (ICB is a statutory NHS organisation which is responsible for developing a plan for meeting the health needs of the population).
- **Lifeline International** – Paul has been liaising with Lifeline about the global campaign to decriminalise suicide - attempting suicide is still a criminal offence in 25 countries, with the law unclear in a further 27 countries - around what support we can give from the UK.

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- **MEL Research** – have previously helped The Jordan Legacy by creating an up to date, in-depth national survey and research, with key mental health and suicide/suicide prevention questions asked, twice each year (Spring & Autumn) to a nationally representative sample of 1500 UK residents aged 16+. Paul met with MEL to discuss another potential project focused on the relationship between suicide and socio-economic disadvantage. This research would then be shared with the 75,000+ individuals who follow our work globally.
- **Bereaved Dads Meeting** – Steve spent a weekend in January meeting with 4 other fathers also bereaved by suicide. This group included the father of schoolgirl Molly Russell, who has featured prominently in the national media in recent years and whose case of viewing harmful content online, helped to bring about the introduction of the Online Safety Act, in law, in October 2023. This meeting was to explore how the group could collaborate and join forces to help raise more awareness and importantly, prevent more suicides in the UK.
- **Global Community Engagement Day** - this online event invited a diverse, global audience to hear from expert community engagement practitioners from around the world. The Jordan Legacy's Paul Vittles was one of the panellists. This was an opportunity to draw in talented people who've not previously been actively involved in suicide prevention.
- **Public Launch of The Jordan Legacy #ZeroSuicideSociety #JoinTheDots Tour** - After months of planning, and with the details starting to be firmed up, it was time to go public on our Tour scheduled for 12-23 June this year, including a big Launch Conference on 12 June and a 'Merseyside Festival' 21-23 June, timed to dovetail with the 5th International 'Zero Suicide in Healthcare' Summit taking place in the UK for the first time, in Liverpool, 24-25 June.
- **Ripple Suicide Prevention (Charity) Education Webinar** – Steve was one of 4 expert panellists who were invited to discuss the topic of suicide prevention in education, specifically within UK universities.
- **National Suicide Prevention Alliance (NSPA) Conference at The Oval in London** – The Jordan Legacy invested time and cost to attend this event in London, with 300 attending and speakers including the Mental Health Minister & the Government's Lead Adviser on Suicide Prevention, and also many of The Jordan Legacy's collaborative partners. Unfortunately, a national rail strike meant Steve was unable to attend. During the conference, Paul challenged the Government's Lead Advisor on Suicide Prevention on issues relating the interpretation of some of data shared during the event – we believe it is our role to challenge where we feel any data requires clarification or where national strategies and policies on suicide prevention fall short.

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## Our planned impact for 2024 – The #JoinTheDots Tour

Our [“Moving Towards a Zero Suicide Society” report](#) first published on July 11<sup>th</sup> 2023 on what would have been Jordan’s 38<sup>th</sup> birthday, lays out all the actions required to help us get the suicide numbers moving on a downward trend, towards zero during the next 3-5 years.

During 2024, during our #JoinTheDots Tour in June (See Section 3) we will be showcasing our ‘Zero Suicide Society Transformation Programme’(See Section 3) and all the pieces of the puzzle that we know will get the numbers of suicides moving on a downward trend, towards zero.



During our #JoinTheDots tour, there are 3 areas of this puzzle where we know we can have immediate impact:

- “Suicide Prevention via Workplaces”
- “Suicide Prevention via Education System”
- “Suicide Prevention Educated And Activated Public”

**We know that taking the following actions will help prevent suicides:**

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## Suicide Prevention via Workplaces

The following are 5 key, measurable actions we will be encouraging workplaces, along the Tour route, to take, which will have an immediate and positive impact on preventing suicides:

1. Everyone to take away these 2 key messages: “Anyone can be affected by suicide” and “Everyone can help prevent suicides”.
2. Ensure all senior management and line managers receive mental health and suicide awareness training – a minimum of 2 directors to be trauma informed and to have undertaken a certification in mental health and suicide prevention training.
3. All employees to be encouraged to take the free, NHS approved, [20-minute online training](#) provided by the Zero Suicide Alliance.
4. To ensure that the [Ripple Suicide Prevention tool](#) is downloaded to all workplace PC’s and laptop devices.
5. Ensure clear signposting for all employees to the company's Employee Assistance Programme (EAP), where applicable or to external mental health support where no EAP is in place.

## Suicide Prevention via Education System

The following are 5 key, measurable actions we will be encouraging and expecting schools, colleges and universities, along the Tour route, to take to reduce the risk of a suicide in their education setting:

1. Everyone to take away these 2 key messages: “Anyone can be affected by suicide” and “Everyone can help prevent suicides”.
2. Ensure all heads of departments/faculties receive mental health and suicide awareness training – a minimum of 2 Heads of Department/Faculty to be trauma informed and to have undertaken a certification in mental health and suicide prevention training.
3. All full-time teaching staff and teaching assistants to be encouraged to take the free, NHS approved, [20-minute online training](#) provided by the Zero Suicide Alliance.
4. To ensure that the [Ripple Suicide Prevention tool](#) is downloaded to all PC’s and laptop devices which students have access to.
5. Ensure clear signposting for teaching staff and students to the education centre’s wellbeing and mental health support services where applicable or to external mental health support where no such service is in place.

\*At the current time, there is no statutory duty of care required in Universities throughout the UK.



## **Suicide Prevention Educated and Activated Public**

The following are 4 key, measurable actions we will be encouraging anyone attending any of the events along the tour route to participate in:

1. To take away these 2 key messages: “Anyone can be affected by suicide” and “Everyone can help prevent suicides”.
2. To take the free, NHS approved, [20-minute online training](#) provided by the Zero Suicide Alliance.
3. To ensure that the [Purple Suicide Prevention tool](#) is downloaded to all household PC’s, laptops and mobile devices.
4. Everyone to ensure that their home, community club/group, shop, supermarket, pub, bar etc has clear signposting to mental health and suicide prevention support and/or resources.

**For each of the 3 areas above, we will encourage workplaces, education centres and members of the public to sign up and make a pledge to undertake the actions listed. They will be asked to respond within 30-days with their intended plan and to agree to be contacted by The Jordan Legacy within 90 days of the #JoinTheDots Tour, to complete an impact survey and provide an update on progress made against their pledge.**

## **Making an impact beyond 2024**

Building on the research from our [#JoinTheDots Tour](#), The Jordan Legacy will continue to form strategic partnerships with those who want to see the annual number of deaths by suicide move on a downward trend, toward zero.

Those partnerships will aim to introduce mandatory suicide prevention training and the introduction of Zero Suicide Plans into all workplaces and communities.

## **We have set out below key measures we are aiming to achieve from 2024-2029**

### **2024**

1. The #JoinTheDots Tour (see below) in June, will publicly showcase our [‘Zero Suicide Society Transformation Programme’](#) and strategy to all those involved in suicide prevention along the Tour’s route.
2. To change the thinking amongst those involved in preventing suicides, so there is a better understanding of how everything connects together and how focusing on only one or two aspects of society’s issues (ie NHS or workplaces), we will not see a downward trend in the annual numbers of suicides.
3. To generate a recognition amongst those involved in preventing suicides that we must do something different and how existing strategies are not working. To understand that the solution is not to pump more money into a system that is not fit for purpose.
4. To leave a legacy of practical actions that all those participating in the #JoinTheDots Tour can introduce to their specific areas of suicide prevention.

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## 2025

1. Building on [the #JoinTheDots Tour in 2024](#) and subsequent discussions and events, The Jordan Legacy will facilitate the setting up of task groups responsible for leading each part of the 'Zero Suicide Society Transformational Programme ie. Tech for Good, Designing Out Suicide, Healthcare, Workplaces etc.
2. Rolling impact reports will measure the effectiveness of each task force group with particular focus on; what has changed and how these changes are having a measurable impact on reducing the number of suicides in a specific area.
3. Monthly Police Real Time Surveillance reports (RTS), which The Jordan Legacy is provided with access to, will help measure the impact of the programme in specific police force areas.
4. We will take a baseline measurement of the number of suicide deaths within the #JoinTheDots Tour towns and cities, set against the national average statistics. Understanding where we're starting from will allow us to measure the impact of The Jordan Legacy's strategy in these areas.
5. We will also involve our partners, [MEL Research in Birmingham](#), to study the impact of this strategy and publish a sample study report to ascertain what impact the strategy has had on a specific geographic area or human demographic or another part of the programme. This will help inform future rolling out of the programme elsewhere in the UK.

## 2026-2029

1. It's important to understand that 3 years' worth of data (taken from coroner's inquest reports, which can often take 6 months or longer to complete) is required to accurately measure whether annual suicide numbers are on a downward trend, towards zero.
2. During this period, we will continue to engage with the various task force groups, in the #JoinTheDots Tour area, to support their implementation of the 'Zero Suicide Society Transformation Programme'.
3. We will also be sharing the rolling data from the programme with those involved in preventing suicides elsewhere in the country. This may involve putting on similar #JoinTheDots Tours elsewhere in the UK.

## Building on our 2023 petition to parliament

We will also continue to campaign for and encourage the introduction (with or without legislation) of the 12 measures included in our [2023 petition to parliament](#).

1. Create a National Suicide Prevention Office
2. Require suicide prevention plans, frameworks and training for public and private organisations
3. Support statutory local suicide prevention partnerships
4. Enable sharing of data on suicide deaths/attempts
5. Require suicide prevention impact assessments for new legislation and policies
6. Require lived experience input in developing suicide prevention plans and policies
7. Establish dedicated crisis support and community support hubs
8. Create provisions to tackle loneliness and social isolation

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9. Require the teaching of suicide prevention in schools
10. Amend building regulations to 'design out' suicide risks
11. Establish dedicated trauma and loss counselling
12. Require RIDDOR reporting for suspected suicides and psychological

Research shows that most suicides are preventable, so our goal must surely be to do whatever we can as a society to prevent all preventable suicides.

*“It always seems impossible until it’s done”* Nelson Mandella

